

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LVIII No. 7

OCTOBER 1, 1933

Per Copy 15c

### Tentative Nurserymen's Marketing Agreement

Adopted by the A. A. N. at Chicago, July 1933

1—**Production Curtailment:** That during the fall of 1933 and Spring of 1934 (combined) 25% less plants be propagated and planted than the average of the yearly planting in the Fall and Spring seasons of the years 1930-1931, 1931-1932 and 1932-1933. Curtailment of propagation and planting for the season 1934-1935 shall be subject to determination in the light of statistics of production and distribution compiled as hereafter provided:

2—**Consignment Selling**—No Nurseryman shall directly or indirectly sell stock on consignment.

3—**Grading Standards**—Grading Standards adopted by the American Association of Nurserymen at the conventions of 1923, 1928, 1930, and 1931 shall be adopted.

4—**Terms of Sale**—Terms of Sale shall conspicuously appear on all published price lists, special quotations, acknowledgments of orders and invoices.

a—Wholesale terms of sale shall not exceed sixty days net, with cash discount of two percent for payment within ten days from date of invoice and shipment, or one percent thirty days. Payment shall be defined as payment by cash or current check.

b—Invoices covering stocks shipped in late Fall or Winter months for Spring use may be dated not later than April 1st.

c—Interest at the rate of six per cent per annum shall be charged on accounts from date of maturity.

d—Retail terms of sale shall not exceed thirty days net.

e—Consumers of any class shall not be quoted wholesale prices. Consumers are those who buy Nursery stock but do not resell.

f—The payment or allowance to any customer of secret rebates, credits, or unearned discounts, whether in the form of money or otherwise, is prohibited.

5—**Competitive Nursery Stock**—The trade shall not handle Nursery stock produced by any tax-supported or tax-exempt institutions or organizations, such as state or municipal departments or parks; or by consumers' Nurseries.

6—**Nursery Trade Statistics**—The convention regarded the frequent and systematic gathering and dissemination of statistical information concerning past transactions with reference to the production, distribution, and marketing of its products as vital to the existence of the Nursery industry. It urgently recommended the establishment of an agency for gathering and publishing such statistics, and further recommended that the signers of any trade agreement filed under the Agricultural Adjustment Act agree to furnish such information to such agency as may be designated.

7—**Credit Information**—Some method of collecting credit information was also considered of vital importance to the Nursery trade and its members were urgently recommended to make use of established credit organizations or establish their own credit agency.

The personnel of the Nurserymen's National Planning Committee is: Clarence Siebenthaler, Chairman, Dayton, Ohio; Donald Wyman, North Abington, Mass.; Henry Chase, Chase, Alabama; Paul Fortmiller, Newark, N. Y., and Paul C. Stark, Louisiana, Missouri.

39 STATE ST.



ROCHESTER, N. Y.

American Fruits Publishing Co.

## AMERICAN NURSERYMAN ---- October 1, 1933

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

**Advertising**—Last forms close (semi-monthly) on the 10th and 26th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.00 a year; Foreign \$2.50 a year; Canada \$3.50 a year. Single copies of current volume, 15c; of previous volumes, 25c.

L. M. GEMINDER  
General Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

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Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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Vice-President—Miles Bryant, Princeton, Ill.



# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LVIII

ROCHESTER, N. Y., OCTOBER 1, 1933

No. 7

## Nursery Industry and the Public Works Program

### What Iowa Has Done To Claim Its Legitimate Share of Roadside Improvement Business—Suggestions to Nurserymen in Other States

**A**PPARENTLY it is not generally understood in the trade but, actually, the outlook for the future of the Nursery industry has been changed almost overnight by a provision of the Federal Regulations governing the expenditure of part of the fund set up for our President's great Public Works Program. Our industry has a great opportunity for profitable business—an opportunity which may well result in using much of the surplus now existing—an opportunity to assist in inaugurating a program that, with proper, whole-hearted support and cooperation, may be continued for years.

It is not unreasonable to expect that this opportunity may develop more Nursery business than could result from a large expenditure for another National Advertising Campaign. And this business costs you nothing, except possibly a few days effort, and it's available to the whole industry—all Nurseries, large or small, have an equal chance to share in it! It can be extended for years in the future and result in much new business from other sources. A veritable Aladdin's Lamp for the Nursery Industry!

#### \$6,000,000.00 Available

It is estimated that \$6,000,000.00 can be made available for Roadside Improvement in this one program! This is part of the \$400,000,000.00 fund for Emergency Highway Construction which can be made available for Roadside Improvement in each and every state. If the Highway Department, in your own state, has not yet definitely allocated a reasonable amount for that purpose; prompt, aggressive action is imperative. Mr. Thomas H. MacDonald, Chief of the Bureau of Public Roads, U. S. Department of Agriculture, at Washington, is responsible for this wonderful opportunity. Mr. MacDonald drafted these Regulations and the official interpretation thereof. He has presented the opportunity and it's up to our Industry, in each state, to take full advantage of it.

#### Regulations, Interpretation

I am quoting below, extracts from these Regulations. Information will be supplied on application to the Director of the Division of Information, U. S. Department of Agriculture, Washington, D. C. You should request a copy of "Statement of Policy, Rules and Regulations, Emergency Highway Construction" from which I quote in part as follows:

Section 6 . . . "In the selection of projects to be included in these programs, priority shall be given to (a) the closing of gaps in the Federal-aid highway system; (b) the appropriate landscaping of parkways or roadsides on a reasonably extensive mileage; . . . (e) projects providing a larger number of small projects designed to employ a maximum of human labor."

Mr. MacDonald placed Roadside Improvement second in priority; therefore, second in importance in this great program.

On June 30th, Mr. MacDonald issued an official interpretation of the above quoted clause (b) of Section 6, from which I quote as follows:

"It will be required that each State Highway Department include in its program of construction on the Federal-aid

highway system, a definite number of projects that will provide for the appropriate landscaping of parkways or roadsides. Projects of this character should preferably be selected adjacent to the corporate limits of the larger cities. . . . Probably qualified landscape architects or horticulturists should be employed by the State Highway Department."

Other communications from Mr. MacDonald developed (1) the fact that he could not definitely insist that a certain percent of the total fund be allocated for Roadside Improvement, for this amount will, of necessity, vary with the status of the primary road program in each state, funds now available from other sources, etc., but that (2) every state must do a reasonable amount and (3) all such projects must be properly designed and carefully maintained. Information, from other sources, indicates that the minimum amount is 1½% of the total Emergency Highway Construction fund allotted your state.

#### Suggested Procedure

The preliminaries should be conducted by the President or Secretary of your State Nurserymen's Association. A letter should be addressed to the Chief Engineer of your State Highway Department inquiring as to the amount allocated for Roadside Improvement as required in Section 6 of the "Rules and Regulations—Emergency Highway Construction."

If no definite amount has yet been allocated, or if the amount allocated is less than 1½% of the total amount of these Emergency Highway Construction Funds allotted your state, you should immediately organize to insist upon your rights.

I will briefly outline the plan of attack in Iowa. The same plan is being employed in other nearby states and can readily be adapted to your own state.

#### Iowa Organizes Council

When a delegation from the Iowa Nurserymen's Association interviewed the Chief Engineer of our Highway Department, it was apparent that the Highway Department had no intention of fulfilling the spirit of the Federal Regulations. It was decided that our only recourse was to bring pressure to bear on them, through the five members of our Highway Commission, by flooding these Commissioners with letters and petitions requesting a liberal interpretation of these Regulations.

To crystallize the latent public sentiment favoring the appropriate landscaping of our roadsides, it was necessary to enlist the active support of those power Civic Organizations which had been working for Roadside Improvement for years. The united support of these influential organizations could only be secured through a strictly non-commercial organization acting as co-ordinator; our investigation had developed that they would not actively support any effort which charged for material supplied or which contemplated collecting membership fees, all or part of which reverted to an individual or firm for their profit or in payment of their services.

Through the hearty cooperation of Messrs.

Mast and Smith, president and secretary of the Iowa Nurserymen's Association, arrangements were made to finance the cost of printing, postage, etc., by the association, with the aid of liberal contributions from two to our larger Nurseries. The effort was directed by the Iowa Roadside Improvement Council with the writer as "Secretary."

The response was remarkable. Within ten days we had active workers in every city, town and county. In two weeks, our Highway Commission granted us a hearing, promised to be liberal in their interpretation and shortly after that, work was begun in grading and leveling some projects, ready for early spring planting. We expect a definite allocation at the next meeting of the Highway Commission.

#### Value of a Council

Regardless of whether or not your state has allocated proper funds for Roadside Improvement, a Roadside Improvement Council should be organized in every state—an effort is being made to organize a strictly non-commercial, National Roadside Improvement Council to disseminate information and actively assist in such organization work. In the interim every effort should be made to immediately organize your State Roadside Improvement Council, for the following reasons:

1. The Federal Regulations do not stipulate that any definite per cent of the Emergency Highway Construction funds should be allocated for Roadside Improvement. The greater the interest manifested, the greater your fund for Roadside Improvement.

2. Recent correspondence indicates that if this present program is enthusiastically supported an effort may be made by the Bureau of Public Roads, to require the appropriate landscaping of all roads constructed, in the future, with Federal-aid.

3. This Roadside Improvement program should be augmented and continued with state funds. In most states this will require new legislation—such legislation will be actively opposed by the cement Trust, the American Road Builders Association and other similar powerful lobbies. Therefore, any such new legislation must be actively sponsored by an aggressive Council of Civic Organizations whose members in every city, town and county, can bring pressure to bear on the State Legislators. Now is the psychological time to develop such an organization with a minimum expenditure of time, effort and money.

While the Iowa Nurserymen's Association has no funds available to properly cooperate with other State Association in this important matter, any inquiries addressed to Carl C. Lumry, Publicity Director, Waterloo, Iowa, will be answered as promptly as possible.

#### State Nurseries

The Iowa Nurserymen's Association was the first in the field to actively oppose the establishment of the soil-erosion Nurseries, recently proposed, for nine states, by the Bureau of Plant Industry. Thanks to the  
(Continued on page 83)

# Trade Associations' Opportunity of a Lifetime

**Suggests Better "Set-Up" as Conducive to Greater Cooperation and Prompt and Satisfactory Accomplishments—Give Members Full Value for Their Money**

**H**OW trade associations have an opportunity of a life time. The Industrial Recovery Act should give them a legal impetus that would hardly be possible under the old order. This Act is destined to remove many obstacles that now confront trade associations and hinder their progress. We have the set-up, the National Association, the various Regional and State Associations, and now have an opportunity to justify our existence as never before. As I understand it, one of the foremost bits of work to be done by a trade association is to work out a code of practice acceptable to the Government. Such a code will become the "law of Nurserymen."

Quoting the above paragraph from a recent form letter sent out by Secretary W. C. Daniels (Southern Nurserymen's Association), Owen G. Wood, Bristol, Va., who has just retired as president of both the Virginia and the Southern Nurserymen's Association, writes as follows, under a July date, to a very prominent member of the American Association of Nurserymen:

This paragraph has set me to thinking and I am inclined to disagree with Mr. Daniels when he says that we have the necessary "set-up." It is perfectly true that we have our American Association of Nurserymen, our various Regional Associations and, in most cases, our State Associations. However, I feel that this set-up is not cooperating one with the other for, as President of both the Virginia and Southern Nurserymen's Associations, I have found that it is practically impossible to tie the two associations together, so to speak, on a workable basis. Also, it has been forcibly brought to my attention that there is an utter lack of cooperation between the National Association and the various Regional and State organizations.

I agree with Secretary Daniels when he states that "now trade associations have an opportunity of a lifetime," for the Federal Government is anxious to cooperate with them in working out a code of practice which will become the "law of the industry."

Last night I had an idea that may be impractical, however, I don't think so.

I should like to see an American Association of Nurserymen which would be truly a representative National organization. However, instead of starting with the National organization I should like to start at the bottom—with the Nurserymen themselves—and build an organization upon the following lines: Each state to have its own State Association which would be known as the, say, Virginia Chapter, American Association of Nurserymen. Nurserymen of Virginia would elect their Chapter President, who in turn would automatically become a member of the Executive Committee of his Regional Association. This would be, in our section, known as the Southern Division, American Association of Nurserymen. In turn, Presidents of the various Regional Associations would automatically become members of the Executive Committee of the American Association of Nurserymen. Then we would have a real National organization and one that would be representative, truly representative, of the Nursery Industry.

Dues would be payable to the Treasurers of the various State Chapters and would be prorated somewhat as follows: Twenty per cent to the State Chapter, thirty per cent to the Regional Division and fifty per cent to the National organization. These dues to be based on a percentage of the volume, such as is now the practice of the American Association. Such an organization, being National in scope and truly representative of the Nurserymen's interests, would command the respect of the individual Nurseryman,

and I believe that he would consider his membership imperative.

If we had such an organization, the American Association of Nurserymen, truly representing the Nursery industry, could cope with the problems confronting the Nurserymen, be they what they may. Organized in such a manner, the representatives of such an Association would be in position to command the respect of the Federal Government, the railroads and, in fact, of any organization where the interests of the Nursery Industry are concerned.

Every individual Nurseryman would feel that he was actually a part of the National organization. He would feel that his vote meant something and that he was a unit in an organization of Nurserymen, for Nurserymen and by Nurserymen.

I feel that our present set-up is of such a nature that we could easily organize along the lines above outlined. I cannot see where there could be any objections and I should anticipate little, if any, opposition.

WHY can't we have a closely knit National Organization?

WHY couldn't such an organization be workable?

WHY is the present National Organization forced to reduce its dues?

WHY are a lot of the members dropping out?

WHY can't we control our own industry?

WHY do we have to continue to be farmers?

WHY can't we have a code?

WHY can't we cooperate for our share of the American luxury dollar?

When someone will give me good answers, to the above flock of "WHY'S," then I will drop my idea of a real American Association of Nurserymen, and be willing to watch the Nursery Industry continue to be a bunch of farmers. Will be willing to stand on the side-lines and see the organized industries—the department and other stores—continue to realize most of the profits which justly belong to the Nursery industry. I'll not complain when the farmer "Shirt-tail" Nurserymen establish the value of our products. I'll—maybe—become a "Shirt-tail" grower myself—maybe I won't.

I don't want the National Organization to cut their dues fifty per cent in order to support the State and Regional Organizations. I want to see an organization that the Nurserymen, the mass of them, will join and support. You, all of us, have learned the lesson of volume—a smaller profit per customer, and more customers. That law of business will, and should be made to apply to our Trade Association. Why not make it possible for even the back-yard Nurseryman to become a member of the American Association of Nurserymen. His dues, if only five dollars per year, under my plan,—\$1.00 to State, \$1.50 to Regional, \$2.50 to National would mean thousands of dollars in the aggregate. There are thousands of them in this U. S. of ours.

But the main factor would be that, as members of such organizations, we could teach them to conduct their business in an ethical manner. Most of them are willing to learn, most of them are honest farmers, all of them would like to realize more in a financial way from their efforts. There is nothing to be gained by standing back and bemoaning the fact that they are growing Nursery stock. The longer we, as an organized group, ignore them, the worse will be, what is to us their abuses of that which we call "ethical business."

May I suggest that you take an American Association of Nurserymen alphabetical membership list of 1929 and compare it with the one which will appear in the 1933 Badge Book. Mark out all duplications—see who has dropped out—count them and then count the new members—those remaining on the 1933 list. There's your association "Profit and Loss." Take the list of "used-to-be" members and send someone to see them.

Find out why they dropped out—then ask them if they would come back and stick if we had such an organization as I have outlined. I know some of these used-to-be members and know why they dropped out of the American Association of Nurserymen. I asked them and they told me.

We pay dues to three associations, our State, our Regional, and the National. I would much rather pay the same amount, in one payment, to a closely knit National Association. Practically all of the fellows that are now active members of the A. A. N. are also members of their State and Regional Associations, and are paying dues thereto. Many members of State and Regional Associations would like to become members of such an organization as I am talking about if it were made possible for them to do so.

You say that we have some 450 members of the A. A. N. In Virginia we have 177 registered Nurserymen, and Virginia isn't considered a Nursery state. I am not going to hazard a guess at the total number of Nurseries in this country, but I know that 5,000 is a very small percentage of the total number engaged in the Nursery business.

You know, and your stock proves that you know, the value of having a quality product to sell. This same principle will apply to having a quality organization—a representative organization—to sell to the mass of the Nurserymen of America. Your customers like your stock—they come back for more. If they don't, they drop off your ledger. Is there a lesson there? Isn't the membership list the ledger of our association? Maybe we will have to "cut our prices" temporarily in order to hold our customers—but maybe we can increase the quality of our product and then "raise our prices" and still keep the names on our ledger.

It has been proven that the American people are willing to pay for a quality product—willing to pay a fair price, and one that represents a profit to the seller. But no one is willing to consistently pay more than a product is worth in value received, and a 50c article, priced at \$10.00 and then reduced to \$5.00 is not going to find a market. That's the real trouble with our associations. Let's first increase their value and then, if necessary, boost the price.

If we could have such an organization as I have outlined, we would have the one association which would be truly National in fact, as well as in name. With such an organization, it would be comparatively easy to cope with the many problems which confront our industry, and the present problem of a Trade Agreement would be much more easily solved.

Organized, united and cooperating there is nothing we cannot do. Individually, we can accomplish very little.

## S. C. Nurserymen Not Organized

Hal Kohn, President of the S. C. Florists Association, Newberry, S. C., writes us under recent date to the following effect: "At one time we thought of having a Nurserymen's Association in connection with our florists' organization, but we decided that as both were so different and each deserved a separate organization, we would not combine the two."

So that the South Carolina Nurserymen are now without an organization. It was suggested at one time that both North and South Carolina Nurserymen might combine in a single organization. The North Carolina Nurserymen organized in June of this year.

Levick's Nursery, Stoe Creek Landing, Bridgeton, N. J., specializes in azaleas and rhododendrons. Mr. Levick was formerly with the Jackson & Perkins' Shiloh, N. J., branch before that Nursery became a separate business concern, now known as the Perkins-DeWilde Nurseries, Inc.



# ANNOUNCING PUBLICATION

## of the

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## of

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### Code for Production, and Agreement for Selling

Soon after it was announced that the Nursery Industry would be administered under the Agricultural Adjustment Act, Nurserymen on the Pacific Coast, through local state organizations, made preparations for tentative codes and marketing agreements. Disappointment was shown when informed that price ranges for products, wages and time for service would not be considered under this Act. The leading structure in the case of rural activities to be considered evidently is **Orderly Production** in stability both in rural and in commercial fields.

The American Association of Nurserymen proposes a 25% curtailment of plantings for the coming season, based on less than the average stocks planted the past three years. It is evident exceptions must be made accordingly in districts where reductions have been made, as a matter of record, for more than five years past—to be practical in such districts for both the public purchasers and to Nurserymen in those sections.

Realizing the Nursery vocation is dual in purpose as in production and merchandising, a ruling has been requested by leading members of the Pacific Coast Association of Nurserymen as to whether or not Nursery stock when grown, finished to the stage when it moves into merchandising channels, becomes merchandise subject to the same rulings and regulations as, for instance, in the case of wheat sold to dealers and millers for the various consumers' trade. Wayne C. Taylor, Executive Assistant to the Administrator, Washington, D. C., promptly sent the following reply: "We wish to advise that we consider Nursery stock delivered for resale as merchandise subject to the rulings of the National Recovery Act. Until a code and/or agreement have been worked out for the industry, the abuse of over-supplying a market could hardly be prevented."

It is evident from this ruling that Nurserymen may include the various provisions under the Industrial Act in agreements set up for fair practice in merchandising avenues.

The various tentative codes and agreements submitted by the different state or-

ganizations will be co-ordinated in principle and purposes, segregated as required by the Agricultural Act and the Industrial Recovery Act, by the officers of the Pacific Coast Association of Nurserymen and when approved, passed on through the American Association of Nurserymen to the Administration.

The dividing line as between production and merchandising should be carefully observed in the set-up of codes and marketing agreements as there is a distinct difference between the purpose of each. To relieve the Administration of burdensome tasks in segregations, the articles and paragraphs pertaining to agriculture should be separate and apart from provisions specified as coming under the Industrial Recovery Act. With care in coordination and submission, **Orderly Production and Fair Practices** in the merchandising of Nursery stocks may become well established to the satisfaction of all interested.

C. A. Tonneson, Exec. Secy.  
Pacific Coast Assn. Nurserymen

### Revised Ruling on Lead Sprays

On April 2 the U. S. Department of Agriculture stated that beginning with the 1933 shipping season, fruits shipped within the jurisdiction of the Federal Food and Drugs Act containing lead in excess of 0.014 (Pb) per pound would be subject to seizure and the shippers to prosecution.

This ruling was revised under date of June 20th as follows:

"A wide survey in fruit producing areas had indicated that a schedule of spraying adequate to a control of pests will result in an amount of lead residue so great that the most efficient spray removal methods now known will not reduce the lead in a material proportion of the crop to the 0.014 tolerance. This tolerance is therefore revised to 0.02 grain per pound of fruit for the 1933 crop."

"A development of interest in connection with this subject of poisonous residues,"

says McCormick & Co., Baltimore, Md., "is the increasing number of growers who are using pyrethrum soap sprays, due to their non-poisonous qualities. Spraying with pyrethrum soap sprays may be continued right through the season up to the time when the crop is ripe for picking with not the slightest harmful effect to consumers."

### American Arborists Meet

The first annual meeting of the American Society of Arborists, of which Charles F. Irish, Bratenahl, Cleveland, is president, was held September 6, at the New York City Botanical Garden, preceding the opening of the ninth annual National Shade Tree Conference. The Society was organized last year at the Rochester, N. Y. Shade Tree Conference, when officers were elected. Mr. Irish continues as president for 1933-34. Vice-president, O. W. Spicer, F. A. Bartlett Co., Stamford, Conn.; secretary, Norman Armstrong, White Plains, N. Y.

This society has drawn up a tentative code of fair competition and is sending it to the secretary of agriculture for his suggestions. Among other things included in the code is an average of 40 hours of work a week for any calendar year; the minimum wage in the Northeastern United States for labor is set at 40 cents an hour; the minimum wage for tree experts, 50 cents an hour; no person under sixteen years of age is to be employed by any member of the profession.

**Jap Beetle Invades New Territory**—Putnam, Manchester and Middletown, Conn., report their first Japanese beetle infestation this year. The insects were discovered by means of traps.

The Japanese beetle, when it is present in large numbers, is more injurious than many insects, for it does not confine its feeding to one or two hosts, but will attack orchard trees, berries, flowers, shrubs, and other plants.

If it has to do with the Nursery Industry, send it in.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL  
PACIFIC COAST ASSOCIATION OF NURSERYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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ADVERTISING RATES ON APPLICATION  
Forms close on 10th of month for mid-month issue and on 25th of previous month for first-of-month issue.

ROCHESTER, N. Y., OCTOBER 1, 1933

### Ralph Thrall Olcott Founder of American Nursery Trade Journalism

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of the late Ralph T. Olcott, who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson

### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine

### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

## The Mirror of the Trade

### TRADE ORGANIZATION

Trade organization has come in for a lot of discussion since the President's Recovery Act has focused public attention in every line of business endeavor on the advisability of belonging to one's trade organization.

"Trade associations have an opportunity of a life time." There's no doubt about it. Present activity should put life into any existing trade organization and be the making of it, if the organization is not too far sunk in the realm of dying associations.

A prominent Nurseryman wrote us recently: "General Hugh S. Johnson's first statement contained a reference to trade associations which, in view of later events, makes membership so important as likely to put new life—or life—into the American Association with greatly increased membership."

In this issue of the American Nurseryman Owen G. Wood, past-president of both the Southern and the Virginia Nurserymen's Associations, suggests a close and better set-up for the entire Nursery trade of the United States, which is well worth the serious consideration of everyone engaged in the industry.

W. C. Griffing, Beaumont, Texas, expresses much the same opinion on trade organization as does Mr. Wood in his article on a better set-up for Nursery trade associations. Mr. Griffing says:

"I think what we need now is more members in the American Association of Nurserymen, more members in each state or regional Nurserymen's Association, and each state or regional association should have numerous local Nurserymen's associations affiliated with it, even to county associations where there are several Nurseries located in a single county, to the end that Nurserymen everywhere can receive first hand information direct from the national association, through the regional and state association, to the members of the local association. There should be organs that would transport any vital news or information to all members as quickly as possible."

Of course, the dissemination of the latest news in the trade is the province of the trade paper, and every Nurseryman can easily keep himself posted thereon if he will but subscribe regularly to his trade journal.

However, such a closely knit association of trade members, as both Mr. Griffing and Mr. Wood suggest is highly desirable from many, many angles.

Something along this same line of thought was spoken of in the hotel lobby at the Chicago convention by an old timer and prominent Nursery leader. "There will come a time," he said, "when these national conventions will be merely a meeting of delegates representing Nursery groups throughout the states. The meetings will be purely business, and the delegates will know in advance what they want to accomplish and they will accomplish it. And that," he added, "is the way it should be."

The fact persists: Now is the time to strengthen trade associations. The Planning Committee of the national association divided the industry into regional groups of states for the purpose of greater representation at meetings called to discuss the Proposed Marketing Agreement. This division was a step in the right direction but was not carried out as far as it might have been. Just an instance—there appeared in print a Proposed Marketing Agreement for the entire Eastern Regional Group, before some of the states in that regional group had even had a chance to hold their meeting to dis-

cuss the tentative code proposed by the A. A. N. at Chicago.

In other words there was confusion and a feeling on the part of some Nurserymen at least that the whole thing had been cut and dried and was being "pushed" through—a feeling that is not conducive to harmonious relations and close cooperation among members of any trade—a feeling that is felt mostly by the so-called "small fellows." Too often, we believe, the importance of the "small fellow" in an industry is under-rated. It is the great number of "small fellows" whom it is desirable to contact for full cooperation, for thereon lies the strength for the complete success of any enterprise. Mr. Wood's suggestions as to a better trade organization set-up point the way to properly contacting these "small Nurserymen."

Martin Thomsen's article on trade organization in Denmark (in another column of this issue) is interesting reading in connection with Mr. Wood's article. There is a little country that has almost a perfect set-up, we should say, in regards to organization of the whole horticultural industry. Denmark, with only a total population of three and a half million, has a horticultural organization of 3749 active members and 530 associate members. In other words, nearly all those engaged in horticultural lines must be members of the horticultural organization.

The 1930 U. S. Census of Horticulture reports that 93,000 names of Nurserymen, Florists, and Seedsmen were on the official mailing lists. Imagine the strength and power of a combined horticultural organization (all groups—Nurserymen, Seedsmen and Florists—members of one huge National Council) of 93,000 members—or even half that number!

### Important Announcement To Nurserymen of the U. S.

A call has been issued for a hearing to consider modification of Quarantine No. 37 in Washington, D. C., on October 25th.

Any modification of this quarantine will permit the importation of greatly increased quantities of Nursery stock from abroad.

American Nurserymen, florists and plant growers have suffered tremendous losses from foreign insect pests and plant diseases and any letting down of the bars will naturally increase the risk of further importation of plant pests.

The quarantine committee of the American Association of Nurserymen proposes to oppose any change in the present regulations, but to do so successfully it must have the backing of the Nursery and florist trade. You cannot all come to Washington, but you can do your part just as effectively by writing me a letter vigorously opposing any modification of Quarantine No. 37 on the grounds that "increased importations increase the danger of bringing in additional plant pests and diseases."

While there may be many economic reasons for opposing modification please keep in mind that this is a quarantine hearing, not a tariff hearing, so please confine your letters to the "danger of importing additional pests through increased importation of Nursery stock."

Please write me at once!

Albert F. Meehan, Chairman,  
Quarantine Comm. A. A. N.  
Dresher, Pa.





## THE ROUND TABLE

Comment and Suggestion  
By Readers For the  
PROGRESS OF THE INDUSTRY



### Would Write "No Sunday Business" Into the Code

Editor American Nurseryman:

I am taking the liberty of writing you concerning one matter that I believe should be given serious consideration in framing a code for Nurserymen. I refer to the matter of the transaction of Sunday business, a practice that is very general among Nurserymen of Oregon and the Pacific Coast, but one which I understand is not in vogue in all parts of the country.

So far as this section is concerned such change would be a somewhat radical one, but I am nevertheless of the opinion that in the long run it would be for the best interests of the Nursery business.

I am an advocate of such a provision in the code for the following reasons:

1. It is in line with the spirit and principles of the NRA which aims toward shorter working days and shorter working weeks for workers in all fields.

2. The Nurseryman is a hard enough worker without putting in seven days a week, with Sunday perhaps the busiest day of all, engaged in the sale of the product of the Nursery. The Nurseryman is entitled to one day of rest out of seven, and to spend with his family. Furthermore one day of rest out of seven is scientific from an economic point of view as a conservator of energy and therefore financially profitable.

3. The sale of Nursery stock on Sunday is wholly unnecessary, except to meet competition. Let all Nurserymen desist from the practice and no one will suffer thereby. Then again, with the increase of leisure time which seems to be upon us, the public could and would buy upon another day or days just as well as upon Sunday.

4. It would be in line with the practice

in most other fields of business. For the most part with the exception of caterers, places of amusement, dealers in food products, gas and the like, business places are closed on Sunday. We do not find the manufacturers of lumber, furniture, automobiles, woolen goods and the canners of vegetables, fruit and fish, the dealers in fuel, nor the more creditable mercantile establishments of our city vending their products or goods on Sunday as a practice.

5. It would place the Nursery business upon a more dignified basis before the public, and would operate to eliminate a large portion of the catch-as-catch-can and catch-penny business of unreliable persons scattered all along our highways on Sunday, selling inferior stock for much-of-nothing, and which is highly demoralizing and ruinous to the business of reliable Nurserymen. The question that we may well be asking ourselves as Nurserymen is: "Are we going to continue to follow the Sunday methods of the itinerant vendors of Nursery stock with their bankruptcy prices and practices or are we going to transact our business along more dignified lines that are bound to mean more and better sales at living prices?"

These are some of the reasons why I think no Sunday business should be written into the Nurserymen's code. I am not sure that so radical a departure would be feasible or practicable at this time, but I am sure that some reforms are needed in the Nursery business, particularly as to sales methods, and believe that the shorter week, as here indicated, is one of them.

SHERWOOD NURSERY COMPANY

By Andrew W. Sherwood

Portland, Ore.

### Questions on Code Matters, Answered By a Member of The National Planning Committee

**Question 1**—Regarding consumers of any class being quoted wholesale prices, we would like to know if it will be permissible to quote special prices on such items as we might have a surplus of, particularly when selling them in large quantities, such as Shade Tree Commissions or Real Estate Developers might be able to use.

**Answer**—A section of the Tentative Trade Agreement, stating that no consumers of any class should be quoted wholesale prices, was originally meant to cover all consumers such as institutions, shade tree commissions, federal and state use of Nursery stock, and all others where the stock was not meant to be re-sold. If you will recall, this agreement was hurriedly drafted and since the feeling was running high against a lot of malicious practices in the industry, sufficient time was not available to give serious thought to a lot of these statements. After more mature consideration by the committee it was realized that certain refinements would have to be made to take care of certain types of business, and I think that it is agreed by many of us that it is unreasonable to expect such large buyers as referred to in your question, to pay full retail price. In many cases quantity discounts will take care of them; in other cases special discounts will have to be worked out, and it is hoped that this matter can be cleared up by the inclusion of a schedule of price differentials to different classes of buyers. If this is not possible and the provision of the original code is allowed to stand, then the quantity discounts will be the only concessions permitted.

**Question 2**—Who is to determine what is to be the prevailing wholesale and retail prices, and by what means this shall be determined? Will all Nurserymen be com-

pelled to sell either wholesale or retail, at prices established by some one other than themselves? In other words, will it be impossible for Nurserymen to establish their own wholesale or retail prices, particularly on material of their own growing? We would like to point out that many retail Nurseries produce either all or a large part of the material they sell, and in many cases, this material is grown by the Nurseryman himself and not by hired labor.

**Answer**—Answering the question of wholesale and retail prices and how they shall be determined, is difficult. Some time ago it was ruled by the administration that there could be no fixing of prices as the interests of the consumer are being held uppermost. Nurserymen will not be compelled to sell at prices established by someone other than themselves. On the other hand the Agricultural Administrators are now looking a little more kindly toward the establishment of a basic price schedule. This would have to be based on an accurate and proven cost record. It seems to be a very remote possibility that any such record of cost could be submitted to and be accepted by the administration. Therefore, the entire subject of wholesale and retail prices will probably have to be left out of any code or marketing agreement and in the end be regulated by the natural results of curtailment of production.

**Question 3**—Should not all peddlers of any agricultural product be compelled to take out license, by the U. S. A.?

**Answer**—As far as I know, the United States Government is not interested in licensing peddlers of any agricultural product unless the entire Nursery industry could not agree upon a code of fair practice and it would be necessary to license the entire membership. In this case any-

one peddling Nursery stock would have to comply.

**Question 4**—How can the Nurseryman regulate the selling price of his product unless the Nursery Industry adapts, also, the Industrial Code, all or in part?

**Answer**—It is not expected that the Nurseryman will be able to regulate selling price of his product excepting through the curtailment of production and the abolishment of unfair practices. The Government has stated that they want to help members of every industry to help themselves, but they will not tolerate the fixing of prices at the expense of the customer and the chances of getting fair prices under the Industrial Code would be much less than under the Agricultural Code. If you will recall, the original purpose of these acts was, under the Industrial Recovery Act, to increase business by means of increasing buying power of wage earners and spreading work by reducing hours of labor. All provisions of the Industrial Act are secondary to this prime purpose. On the other hand the purpose of the Agricultural Adjustment Act is to increase buying power of a very large section of the public, namely, the farmers (and Nurserymen), by providing means whereby they can get more money for their crops. This act apparently was not intended to add to the difficulties of the farmer, by requiring them to solve the very difficult question of wages and hours of labor.

### Suggests Larger Cash Discount

Editor American Nurseryman:

In connection with the tentative Nurserymen's Marketing Agreement, we would like to suggest that item "A," in Section 4, be changed to read as follows:

a—Wholesale terms of sale shall not exceed sixty days net, with cash discount of two percent or not more than ten percent for payment within ten days from date of invoice and shipment, or one percent thirty days. Payment shall be defined as payment by cash or current check.

In other words we would like to suggest the addition of the words "not more than ten percent." This is the discount which has been offered by some of the leading Nurserymen for payment within ten days after date of invoice.

We feel that this is a very good inducement for payments to be made promptly. In our opinion there has not been enough inducement made, not only by Nurserymen, but other lines of business, for people to make payments promptly. In many cases those who pay cash for what they purchase are obliged to pay as much as those who are given indefinite time in which to make payment. We are making this suggestion in the spirit of helpfulness in preparing a Nurserymen's Code and submit it for consideration.

T. E. STEELE & SON, INC.

Palmyra, N. J.

By H. L. Steele

### As to Public Works Program

(Continued from page 79)

aggressive and very effective work of the American Association of Nurserymen, particularly through the efforts of Messrs. Lester Lovett, Clarence Siebenthaler, E. C. Hilborn, Paul Stark and the American Association's Attorney in Washington, Mr. M. Q. MacDonald, these new state Nurseries have now been temporarily halted. Just this one concrete example of the desire and ability of the American Association of Nurserymen to actively fight for the best interests of our industry, should certainly encourage each and every Nursery, large or small, to join the American Association at once.

The fight against these state Nurseries must be continued if our industry is to take full advantage of this opportunity to foster a new and fertile market for our products, in the Roadside Improvement Program. Otherwise, these so-called soil-erosion Nurseries would soon be competing for the business of the Highway Departments.

We're in a good business that now has a brighter future. Let's fight for our fair share of these Federal funds for Roadside Improvement and then keep this business where it belongs—with established Commercial Nurseries!

# East Texas Rose Festival to be Staged

This Event Promises To Be a Very Gala Occasion for the Rose Growers in that Section  
—Fine Publicity and a Boon to Business

**E**AST Texas, for years one of the principal rose-growing centers of the nation, will hold its first rose festival in Tyler, October 11 and 12. It will be the first event of its kind ever held in Texas and is expected to attract visitors from a half dozen southwestern states. An elaborate program has been arranged, including a lecture by Dr. J. Horace McFarland, editor American Rose Annual, a spectacular parade, a pageant and the coronation of a rose queen. Senator Tom Connally of Marlin will also be on the speaking program.

Tyler will be in gala attire for the two-day event. The "fairyland" theme will be followed in all the decorations, and millions of East Texas rose blossoms will adorn the streets and show windows. More than fifty cities and towns have been invited to send decorated floats. Princesses and duchesses from these communities will have a part in the coronation ceremonies.

East Texas occupies a unique position among the nation's rose marts. Its products are nationally known and famous among Nurserymen of the North and East. Yet the layman has but little conception of the importance of this industry in the Tyler area and its rapid expansion during the past few years.

There are approximately 125 Nurserymen within a few miles radius of Tyler, doing an annual business estimated at more than \$500,000.00. Last year Smith County (Tyler) shipped more than 6,000,000 rose plants to outside markets. This is believed to be a record for any one county.

The idea of an East Texas Rose festival had its birth about a year ago. Members of the Tyler Garden Club, leading Tyler Nurserymen and Russell Rhodes, General Manager of the Tyler Chamber of Commerce, were among the early sponsors. Reports had filtered back to Tyler from the North and East that the demand for Smith County roses was steadily growing, but that East Texas lacked the prestige of the older rose-growing sections. Hence, East Texas roses were, in many instances, being bought and re-sold under a California or Oregon label.

In the opinion of Tyler civic leaders, an annual festival, or some other form of public demonstration, was deemed necessary to win for East Texas its rightful place under the sun. After several preliminary meetings, the East Texas Rose Festival Association was organized last April. T. B. Ramey, Jr.

was elected permanent chairman, W. S. Hanley, first vice-chairman, Mrs. W. R. Wilcox, second vice-chairman, Mrs. L. A. Kayser, secretary and Russell Rhodes, treasurer. Garden clubs over the state promptly pledged their cooperation. Civic clubs offered to give willingly of their time. The public in general endorsed the plan enthusiastically.

October was chosen as the festival month for the reason that rose blossoms are at their best at that time in this section.

The festival will open at 8 o'clock Wednesday morning, October 11, with the registration of visitors. At 1 o'clock in the afternoon the parade will be staged. This will be one of the outstanding features of the festival. Prizes will be offered for the most attractively decorated float and competition is expected to be keen. There will be four distinct divisions to the parade. The first will be community floats, entered by surrounding towns and cities. On these floats will ride the princesses and duchesses from their respective communities. Another division will be the commercial floats; a third will represent clubs and civic organizations and a fourth will be military in character, made up of the local cavalry troop, boy scouts and perhaps a contingent of Red Cross nurses.

At 3 o'clock visitors will be taken on a series of rose tours through the surrounding Nursery section. Competent guides will be stationed at each Nursery to explain the details of rose culture and the care of the plants. Cars will be furnished by the people of Tyler.

house lawn is scheduled for 4 o'clock Wednesday afternoon. The Tyler band, along with several visiting bands, will be heard in a two-hour program.

Coronation of the "Rose Queen" and the presentation of her court will take place at 8:30 p. m. at an elaborate ceremony at the "Thirteen Club." A ball in honor of the queen will follow the coronation.

Thursday, the second day of the festival, will open with registration. At 10 o'clock there will be an informal inspection of the down-town floral displays. At noon there will be an all-civic club luncheon with Senator Connally scheduled as the principal speaker. A floral pageant will be given in the afternoon under the direction of Agnes Nunamaker, followed by a second tour of the rose Nurseries and a band concert on the square. At 7 o'clock a banquet will be given at the Blackstone Hotel for the festival's guest of honor, Dr. McFarland. The banquet will be followed by Dr. McFarland's famous illustrated lecture on rose culture. The lecture will be the closing event of the festival.

Among the beauty spots to be visited during the festival will be Tyler's beautiful Municipal Rose Garden just south of the city. This garden spreads over a hill which slopes toward the highway. On the back it is flanked by Lombardi poplars, with blue juniper, Arizona cypress and golden arbovitae filling in the foreground. The rose plants

are arranged in wedge-shaped beds all over the hillside. Interspersed among the roses are stone benches and bird baths. The roses present a kaleidoscopic mass of red, white, pink, salmon, yellow and tangerine blooms.

Rose growing in the Tyler section dates back fifty or sixty years. A few pioneer Nurserymen began growing a general line of fruit trees and plants soon after the Civil War. Notable among these were G. A. McKee of Mount Selma, whose sons are still in the business, and the elder Shamburger, who has a number of descendants growing roses here. On the list of pioneers, too, are names of Sneed, Pirtle, White, and Strahorn will long be remembered. At first these early Nurserymen grew only fruit trees, but gradually, as the demand increased, they added ornamental shrubs and roses.

About 1906 East Texas had an invasion of San Jose scale, brown rot and various root troubles which affected fruit trees. This calamity, along with several unseasonable years, made fruit growing very discouraging and consequently reduced the demand for Nursery-grown fruit trees. Naturally, the Nurserymen's next step was to increase the growing of ornamental plants and roses. From this small beginning East Texas roses have gradually become favorites of flower lovers. And Tyler, as the growing center, is being accorded recognition as the "Rose Capital" of the South and bids fair to extend her fame to the entire nation.

This gradual expansion of rose growing naturally went hand in hand with the market development. Northern and Eastern dealers have learned that because of the favorable soil and climatic conditions of East Texas, better stock can be produced in Smith County at a lower cost than in the less favored localities. Smith County growers, too, are cashing in on experience gained by years of hard work as "Nursery hands." They have learned to grow a crop of roses effectively and have accumulated valuable knowledge of trade requirements.

The George D. Aiken Nurseries, Putney, Vt., were recently visited by members of the Bennington Garden Club. Mr. Aiken is much interested in North American wild flowers and ferns. One of the most interesting features of his Nursery is the display of Vermont wild flowers.

Mr. Aiken has written a book entitled "Pioneering with Wild Flowers" that is to be published this fall and which covers the subject completely from "Why Grow Wild Flowers" through "Soils and Environments," "Propagation and Planting" and finally telling the story of over 300 species.

Mr. Aiken is at present the speaker of Vermont's House of Representatives.

Coming together means beginning; keeping together means progress; working together means success.—Edward Everett Hale

**DAPHNE CNEORUM**  
The new free blooming strain, \$10.00 per 100 out of 2 1/2" pots.

**HOLLY PERNYI**  
The new and exceptionally heavy bearing holly, \$12.50 per 100 out of 2 1/2" pots.

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**TWO YEAR CALIFORNIA PRIVET**  
The best that can be grown and in any reasonable quantity.

12" & up, Partly Branched... \$ 2.50 per M  
12" & up, 3 br. & up... 7.50 per M  
18" & up, 3 br. & up... 10.00 per M  
24" & up, 3 br. & up... 12.50 per M  
Excellent assortment of Apple, Peach, Shrubs and Evergreens, also Amor River S. Privet.  
**BLOUNTVILLE NURSERIES, INC.**  
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**SAXOLIN** is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try **SAXOLIN** now and be ready for your next shipping season.

## CHASE BAG Co.

Specialty Dept. - Cleveland, Ohio

### Black Rose Called Nigrette

The black rose, long sought after by professional as well as amateur growers, has at last become a reality. Eight guards are continuously on duty at one place in the great "Rosarium" in Sangerhausen, in the Southern Harz Mountains. They are needed to protect "Nigrette" from too zealous attentions on the part of thousands of visitors.

For "Nigrette" is the world's first black rose, and not only florists from all parts of the world, but also all lovers of flowers are interested in this newest wonder, which, by happy chance, came into existence on the 30th anniversary of this unique rose garden, which has 9,000 varieties of roses, among them 1,200 wild roses, represented by 400,000 rose bushes with uncounted millions of blossoms.

As a matter of fact, "Nigrette," as the new rose has been named, is not absolutely black. It is, however, of such a dark, rich red, that on sunny days it looks like an artificially colored black rose. For five years Max Krause, of Hasloh, in Holstein, experimented before he finally succeeded in producing the phenomenon by crossing the dark Chateau de Clos Fougeot with the dark red Lord Castlereagh. The flower is of medium size, blooms profusely, and has a good form.

America has long been interested in the attempt to produce a black rose, and the head of the Conard-Pyle Company, Star Rose Growers, of West Grove, Pa., has already inspected "Nigrette" and will introduce it in the United States. American rose growers have long been interested in the Sangerhausen "Rosarium," and the only considerable gifts made to it during the 30 years of its existence have come from Mrs. Auguste Vogel of Milwaukee, who was born in Sangerhausen. It was her donations that made it possible to add a special department to the "Rosarium" for experimentation.

—German Tourist Information Office,  
665 Fifth Ave., N. Y. C.

Owen S. Wood, Wood-Howell Nurseries, Bristol, Va.—We think that you are to be congratulated upon maintaining the high standard of your publication, for you certainly live up to your "Chief Exponent of the Nursery Industry—The Mirror of the Trade."

### Another New Association

The Oregon Association of Nurserymen is the seventh trade organization to spring into being as a direct result of Nurserymen's activities along the lines of a national code. The Oregon Association includes not only Nurserymen, but bulb growers, landscape gardeners, nut tree growers and other horticulturists as well. The organization was effected at a meeting on August 24 at Portland, Ore., with an initial membership of 81. The association is to be incorporated.

A complete code was prepared by a code committee of five members—E. A. Mitchell, Orenco; A. Steinmetz, Ray Simpson, John Mickelsen and Frank Schmidt, all of Troutdale. The code was fully discussed, approved and adopted by the 150 attendants.

The following officers were elected: **President**, Paul E. Doty, Multnomah; **Vice-president**, W. E. McGill, Fairview; **Secretary-treasurer**, E. M. Dering, Portland, Ore.; **Board of Directors**, C. G. Eble, representing bulb growers; Ben Hecht, landscape gardeners; C. D. Hobbs, fruit, nut and shade tree growers; Frank Shepard, ornamentals; Harry Newell, greenhouse growers and florists; Fred Borsch, alpine and perennial plant growers; Ralph Johnson, rose growers, and Knight Pearcy.

### Jacob D. Eisele

Jacob D. Eisele, president of Henry A. Dreer, Inc., Philadelphia, Pa., died at his home in Riverton, N. J., on September 3. He was 74 years old.

Mr. Eisele, born in Philadelphia in 1859, entered the employ of the Henry A. Dreer firm at the age of 17. Two years later he became manager of the Nurseries. An ambitious and energetic person, he made rapid strides in the business and became one of the foremost plantmen of the country. When the business was incorporated in 1892 he was made vice-president, and he succeeded to the presidency on the death of William F. Dreer in 1918.

He was a life member of the society of American Florists, the Pennsylvania Horticultural Society, the Florists Club of Phila-

delphia, and the Royal Horticultural Society of England. The Thos. F. Roland gold medal of the Massachusetts Horticultural Society for outstanding work in horticulture was awarded to him in 1931. A member of the Masonic order and of the Rotary Club of Riverton, he was most highly esteemed and loved by all his associates and by members of the trade throughout this country and abroad.

Says J. Horace McFarland, Harrisburg, Pa., in a tribute to Mr. Eisele: "In addition to his vast general plant knowledge he knew roses with an intimacy hardly equaled anywhere else this side the Atlantic, and was both an influential and important factor in getting the best roses for the most people."

### Cornell Arboretum

Cornell University announces the actual beginning of its arboretum. "For several years, Nurserymen throughout the state have gladly given certain plants to staff members 'for the arboretum,'" says a member of the Department of Floriculture and Ornamental Horticulture of Cornell University, Ithaca, N. Y. "These have been grown carefully in the Nursery, but the 'arboretum' almost became a myth. Plans have been drawn up for several years but only recently was actual money appropriated for the project. A tract of several hundred acres, including a five-mile circular strip around a large part of the university grounds, is available for planting and it is well suited for arboretum purposes. Last spring the first planting was done. Only a few acres were planted at that time, but it was done with great thought and careful planning. This area includes the flowering cherry, crabapple, dogwood, azalea, and rhododendron groups. More planting will be done this fall. It is hoped, as times get better, that money can be obtained to continue and enlarge this most worthy project. New York State Nurserymen should know about this arboretum for it is only in this way that we can help students and the general public to appreciate the full landscape value of trees and shrubs at all times during the year."

## "PAINESVILLE NURSERIES"



A SIDE from a complete line of general Nursery stock in every department, we specialize in:

FIELD GROWN ROSES  
FLOWERING CHERRIES  
FLOWERING CRABS  
FLOWERING THORNS  
FLOWERING CORNUS  
AZALEAS  
DAPHNE CNEORUM  
ETC.

MAPLES—Norway and Sugar.  
SYCAMORE, ELMS, ETC.

Our production keeps abreast of popular demand.

Our products emphasize Quality.

Our prices speak for themselves.

**The Storrs & Harrison Company**  
PAINESVILLE, OHIO

### NATIONAL SHADE TREE CONFERENCE

R. P. Marshall, Secy., New Haven, Conn.

Some very interesting information was forthcoming at the recent meeting of the National Shade Tree Conference, held at the New York Botanical Garden, Bronx Park, New York City, September 7-9. The Dutch Elm disease came up for much discussion. To date three hundred and seventy-five trees have actually been identified as having the disease, according to R. Kent Beattie, pathologist of the U. S. Department of Agriculture in charge of all the scouting work. Out of this number 14 diseased trees have been found in the vicinity of New York City; the remainder are in a section of Northern New Jersey covering about 700 square miles. Dr. Beattie reports that, although some scouting for diseased trees was done in the Hudson Valley as far as Poughkeepsie, and also through the New England states as far as Boston, no diseased trees were found. This does not mean that they are not present, but, although the amount of scouting done was small, it indicates that the disease may not be prevalent.

"It is not definitely known yet how the disease is spread," says Donald Wyman of the N. Y. College of Agriculture, "but it is thought that an elm bark beetle plays an important part in it. This beetle often infests poorly-growing or dying elms. One of the best ways to control the disease, according to Dr. Beattie, is by simple sanitation, or cleaning out and burning all dead or dying wood and hence the beetles therein.

"All the trees in the New Jersey district have not been spotted yet and this work will, of course, stop as soon as the leaves fall. However, if diseased trees are not found in any other localities this year or next, the chances are that it will not prove as disastrous as at first believed. Nurserymen can cooperate by keeping a constant lookout for diseased trees. One of the ironies of fate is that *Ulmus pumila* has been reported from Europe as being very resistant to this disease."

### Launches New Nursery

A Nursery is being established on five acres of land at Carthage, Ill., by Edward M. Willems, the Hancock County Journal (Carthage, Ill.) reports.

Mr. Willems, a Nurseryman and landscape architect of wide experience, was graduated from the University of Illinois in 1929 with a Bachelor of Science degree in Landscape Architecture. He is a member of the Willems, Sons' Nurseries, Rochester, N. Y., and was formerly employed by Francis H. Gott, senior member of the American Society of Landscape Architects. Mr. Willems was at one time head of the Landscape Department of the Twitty Landscape Co., Texarkana, Texas.

Before beginning his Nursery at Carthage, Mr. Willems made a careful survey of the situation and found both the location and soil ideal for Nursery work. A general line of plants will be grown for sale and will carry the guarantee of growth or free replacement. Stock will be backed by a certificate issued by the State of Illinois, Department of Agriculture, certifying it to be free from injurious insects and plant diseases. A complete line of improved Holland bulbs will be offered for sale this fall. Mr. Willems has made plans for a complete Nursery service.

### Catalogues Received

D. Hill Nursery Co., Dundee, Ill.—Trade Catalog for Fall 1933 of Hill's Evergreens. The front page of the catalog carries the following paragraph: "On account of the severe hail storm on July 2, 1933, which destroyed the greater part of our lining out sizes, as well as XX B & B grades, our assortment this season is very limited. We will be able to again supply our usual sizes and varieties as quickly as possible. In the meantime, we will continue to serve our customers to the best of our ability."

Ernest Morse & Son, Eaton, Norwich—Wholesale Rose List. Single folded sheet with a black cover printed in gold, with flecks of gold in the heavy black cover stock; a very striking presentation.

Storrs & Harrison Co., Painesville Nurseries, Painesville, Ohio—Catalog for Fall 1933. Complete listing of Bulbs, Hardy Perennial Plants, Decorative House Plants, Seeds, Hardy Roses, Hardy Ornamental Shrubs, Evergreen Shrubs and Hardy Vines, Ornamental Trees, Evergreens, Fruit Trees and Small Fruits.



### Juniperus Communis Grayii

(Gray's Blue Column Juniper)

A quick grower, a foot or so a year when young; reaching a height of eight feet or more. The original tree is seven feet high and only fifteen inches through. Hardier than the Irish Juniper. Long, striking needles of silver blue. This new evergreen is covered by Plant Patent No. 54, issued January 1, 1933, which reads: "Characterized by being narrowly upright, the leaves wide and stiff, set nearly at right angles to the branches, dark green beneath, blue on top, the width of the leaves accentuating the color appearance of the whole plant and their stiffness and approximately perpendicular relation to the branches giving the plant the characteristic of prickliness."

W. R. Gray, Oakton, Va., the patentee, will introduce this new evergreen to the trade this fall.

### Profitable Peonies

For counter and mail order trade. Best Varieties. Attractive Prices. Fine quality roots, liberally graded. 22nd Annual Catalog ready.

### HARMEI PEONY COMPANY

(Wholesale Growers) MARYLAND  
BERLIN, MARYLAND

### PEACH PITS

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### HOPEDALE NURSERIES FOR SALE

Wild plant business, general equipment and modern home—to settle the J. W. Griesemer estate. Inquire of

C. W. SUTTER  
American National Bank, Pekin, Illinois

### Standard Nursery Costs Charts

John Surtees, Ridgefield, Conn., who wrote the article on "The Value of Keeping Cost Records," which appeared in installments of the *American Nurseryman* from June 15 to August 1 of this year, has had so many requests from various parts of the country for copies of his Labor Charts that, in the interests of Nurserymen generally, he has decided to publish them. They will be ready for publication as soon as the Copyright formalities are settled, we are advised.

There are 38 Charts in all arranged in such a manner that they can be applied to any Nursery in any part of the United States, regardless of what scale of wages is paid.

Every possible operation, both in the maintenance of the Nursery, and the execution of orders, is taken care of:

Digging, hoeing, shearing, fertilizing, planting, sodding, peat moss, transplanting, weeding, spraying, plowing, gulling trees, spreading manure and top soil, truck deliveries, cultivation, top pruning, mulching, harrowing, seeding lawns, car loadings, moving large trees, etc., etc., together with chapters on Overhead and Profit, and examples of estimates. Altogether a hand-book of inestimable value to any Nurseryman. By using these Charts, there is no need to install a Cost System, which would cost thousands to operate and would take years to derive any benefit therefrom. The Charts are a complete Cost System in themselves.

Mr. Surtees, who is an executive of one of the large Nurseries in the country doing business in many states, has compiled his figures from innumerable records, assembled, checked and rechecked them, over a period of many years, covering all seasons and conditions; and boiled them down into practical averages. Since their adoption, no losses have been made on a single job, and the heavy cost of compiling these records has been repaid many, many times over.

These Charts, applied to any Nursery, should reap benefits immediately, yield fair profits in normal times, and carry the Nurseryman through such hard times as the recent depression.

Mr. Surtees is convinced that his Charts will show the way to better times, quicker than the slow progress of supply and demand, and is endeavoring to get them adopted in the National Code, and endorsed by the National Association.

The price of these Charts is nominal, compared with the enormous advantages to be gained from their adoption. We are informed that only a limited number of copies are being printed. Nurserymen who are interested should get their orders in at as early a date as possible.

"The principle of this administration is united action, not sporadic and widely separated attempts to end unfair practices."—Hugh S. Johnson

### CLASSIFIED ADVERTISING

#### NURSERY ACCESSORIES

Nursery Tools, Leonard Full-strapped Spades, Kunde Knives and Shears, Budding Supplies. Free 80-page wholesale catalogue illustrates 600 tools. A. M. Leonard & Son, Piqua, Ohio.

#### NURSERY STOCK

Evergreens, Ornamentals, Shrubs, Kolkwitzia, Red Barberry, Regels Privet, etc., Stock at low prices. Send for Complete Trade List. W. N. Scarff's Sons, New Carlisle, Ohio.

Write for prices on Nursery Stock for Landscape Work. Arbor Vitae, Pines, Spruce, Firs and Junipers, 4-9 ft., all Specimens for Landscape Work. Also other varieties and sizes. Large assortment of Flowering Shrubs and Shade Trees for Landscape Work. Prices very reasonable. Highland Park Nurseries, P. O. Box 433, Sterling, Ill.

California Privet, Lombardy Poplars, Oriental Planes, Shrubbery, Evergreens, Perennials, etc., at special prices. Westminster Nursery, Westminster, Md.

Tennessee Natural Peach Seed—About 7000 seeds to the bushel. (The kind that germinate). Ask for prices. Southern Nursery Co., Winchester, Tennessee.

Japanese Cherries and Crabs, up to 12 feet; Magnolias, Lennel and Soulangiana, up to 10 feet. A. E. Wohler, Narberth, Pa.

When writing advertisers, say you saw it in the *American Nurseryman*.



# Strong Central or National Association Needed

Little Country of Denmark Has One of the Finest Trade Organizations, Comprising All Horticultural Interests—Just One Big Family

By Martin Thomsen, Thomsen Nursery Co., Canoe Camp, Mansfield, Pa.

IN good times all those engaged in the horticultural trade seem to be satisfied with the existing organizations to take care of their interests. However, during the time of this depression we feel these organizations shortcoming. We feel dissatisfied with the way our most vital questions are handled and we are on the lookout for ways and means to change these conditions for the better. Nurserymen for the last three or four years have seen this dissatisfaction grow. Many of the smaller Nurserymen do not feel quite at home in the national organization, to which they should rightfully belong, because they are just a member in the association whose opinion is seldom asked. Look back and see the list of the past presidents of the A. A. N. They are always representatives of the largest Nurseries.

The quicker a change is affected, the better for the Nursery industry as a whole. But where is a better organization found than our own. Changes help but very little if they do not improve the existing condition.

Looking back to my past experience in this country, as well as in most of the important European countries, Denmark stands out as the country which has the best organization for the whole horticultural industry. Perhaps not without reason, as the Danish agricultural association and cooperative associations are well known the world over and have been an immense help to the Danish farmer, who are looked upon as being as well educated and progressive as the city merchant, or even more so.

## Strong Central Organization

They have a joint association called Central Horticultural Society, or in Danish, "Almindelig Dansk Gartnerforening." All who are mainly occupied, and have the horticultural branch as their main source of income, can become active members of this society. Others who are associated in related lines, such as, dealers in greenhouse supplies, paint, glass, etc., can become passive members. They pay the same fee but have no voting rights. In Denmark, where the population is about three and a half million, there are 3749 active members and 530 passive members. Nearly all engaged in the horticultural branches belong to this central organization and are active members. This association is divided into thirty-eight districts, each having their president, vice-president, etc. Each district takes care of their individual interests through local flower shows, horticultural courses, lectures, local price agreements, social activities, etc. All these districts are united in one central organization and are governed by their president and board of directors, who elect and execute a committee of three members to take care of the minor decisions and arrange the greater activities for the board of directors

for monthly meetings. The Representative Committee is elected by each district, one representative for each fifty members. (I believe that is the number). This committee has its general meetings once a year and decide the budget and all joint undertakings; such as, their publication (Gartner-Tidende), Experience Stations, Counsellor Service, Horticultural Education, Traveling Bureau, Libraries, etc. All decisions are to be carried out by the board of directors and Executive Committee. The daily business is done by the office force, consisting of a secretary, cashier, bookkeeper, and two assistants, all of whom are paid by the central association.

One strong central organization has much more power than many small independent organizations and is always recognized by state governmental agencies.

## Various Branch Associations

All the various branches have their own organizations; such as, the Nurserymen, florists, truck gardeners, landscape gardeners, landscape architects, seedsmen, private gardeners, horticultural labor unions, etc., all of which belong to the central organization but conduct their interests independently as far as possible, but refer state affairs to their central organization. These independent organizations have the privilege of electing one representative to the Representative Committee without voting power.

## Merchandising Methods

There has been an amazing development in merchandising horticultural products in the past few years. The most important cities have their daily wholesale horticultural auction sales, which are conducted and owned by the producer, and they are conducted in a most interesting way, namely, by the watch system. When a product is brought in by the auctioneer, he places the hand of the watch on Kr. 2.00, with a product ordinarily selling at Kr. 1.25. The hand of the watch is then moved slowly backwards and the customer pushes a button, which immediately indicates the number as soon as he wants that certain product at his price. Almost all products are sold through this method, with the exception of seed and Nursery products.

## One Great Family

In such an intense and broad organization all feel at home, the smaller concerns are even more represented than the larger ones. I can characterize the Central Horticultural Organization as ONE GREAT HAPPY FAMILY, from which the scattered American horticultural organizations have much to learn.

The time has passed when individual groups can perform satisfactory work for the promotion of the whole industry. Only

by uniting can anything really be accomplished. It is also time when the big interests in our wonderful industry recognize the necessity in letting the little fellow in on the ground floor. Only by so doing can a harmonious cooperation be expected, because the larger concerns will not survive very long without the small retailer, who comes in direct contact with the individual consumers. For today is the time when the consumer wants personal service. The truth of this statement can be seen in the misery that the wholesalers are in today, because they sell to every department store, hardware, grocery and peddler much cheaper than they sell to their natural customers, Nurserymen, landscapers and florists; thus not only embarrassing their natural customer by unfair competition, but by injuring the good will for a long time.

This article has been written after repeated requests and the various thoughts should not be construed as angry complaints against the big concerns, wholesalers, or existing organizations, but a straightforward free expression that may help to change certain conditions and promote a better feeling and fellowship among all horticultural associations and individuals.

## R. M. N. A. Approves Code

Nurserymen in the Rocky Mountain territory (Colorado, Wyoming, Montana, New Mexico, Montana, and Utah) met in Denver August 28-29, at the call of the Rocky Mountain Nurserymen's Association, to discuss and approve the A. A. N. Marketing Agreement. It was agreed that every Nurseryman in that territory make an itemized report to the secretary of the Rocky Mountain Association, not later than October 15, listing the varieties and quantities of stock he is growing at the present time.

This information is requested to the end that wisdom may be exercised in the matter of production curtailment so that the greatest good may be accomplished.

Many Nurserymen in this region purchase much of their stock from outside Nurseries, so that costs of production could not easily be arrived at. It was finally decided not to sell plant material below cost of production plus a fair profit; such cost of production being based on one and one half times the established per ten printed prices of the wholesale Nurseries at Shenandoah, Iowa.

It was also agreed that collected plants should be clearly labeled as such, so as not to confuse such stock with regular Nursery grown stock.

The A. A. N. Marketing Agreement was adopted with the following suggested amendment. That there be included as consumers all who buy for resale where such resale is not made at a fair profit.

SAVE MONEY DIGGING YOUR NURSERY STOCK

## Use the "BRAGG'S" TREE DIGGER

Instead of the old style hand spading

Gentlemen: We take pleasure to write you that we have given your Tree Digger a fair trial, having used it for ten days in hard, dry soil. It has done its work to perfection and it is all and more than you claim for it. We have saved fully \$50 per day in labor for the time we used it.



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By J. H. Nicolas

"Most concise, clear and complete. The world-renowned Gravenius color plates, the Rose Dictionary, and many other unique and valuable up-to-date features make the book absolutely indispensable to both professional and amateur growers."—Spencer S. Sulliger, International Rose Test Gardens.

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P. O. Box 124 Rochester, N. Y.

## CALIFORNIA ASSOCIATION OF NURSERYMEN

Henry W. Kruckeberg, Los Angeles, Secy.

The battle cry at the twenty-third annual convention of the California Association of Nurserymen (Oakland, September 18-20) was collective action along cooperative lines for the rehabilitation of the commercial plant industry in California under the State Recovery Act. Naturally enough all the doings and discussions were tintured and saturated with code provisions and opinions, grades and standards for Nursery stock to secure quality, price structures that will be just and equitable alike to producers and consumers, and trade regulations that possess merit and a universal appeal. After a week's strenuous effort, all of these vital enactments were achieved and the several documents presented to the California Recovery Act, with the assurance that the same will, with possibly here and there a few modifications, be adopted and become the basic law governing the industry in this state. Since the California law is modeled on the N.R.A., its application automatically becomes general.

Compared to code discussion and trade conditions the remainder of the program was a somewhat tame affair. The address of J. D. Meriwether, chief of the California Nursery Service, brought out the fact that there are 1210 exclusive Nurserymen in California who have taken out licenses; of Nurserymen and florists 191; of florist growers 46; and of dealers and jobbers 713, or a grand total of nearly 2200. The Department has also just published a pest control pamphlet which gives information regarding pests and control of same in Nurseries, and a list of host plants for each pest with the idea in view of guiding the Nurserymen to watch plants for pests and

to put into effect control measures while the pests are few in number and before they become a menace.

The new officers elected are as follows:  
**President**, John A. Armstrong, Ontario  
**Vice-Pres.**, R. D. Hartman, San Jose  
**Secretary**, H. W. Kruckeberg, Los Angeles

**Treasurer**, M. R. Jackson, Fresno.

**Board of Control**, George C. Roeding, Jr., chairman, J. E. Bergholdt, Roy F. Wilcox, H. A. Marks, R. D. Hartman, H. C. Baake, T. Domoto, F. Uyematsu. Long Beach was chosen as the city for the 1934 convention.

The outstanding feature at the annual banquet was the presentation of two handsome imported Steinheil Aplanatic pocket lenses in recognition of services rendered the industry by economic entomology, viz., one to Harold Compere for discovering in the Orient an effective parasite for the Citrophalus mealy bug which, with other predacious species he sent to California, and the other to Harry S. Smith, for its establishment and dissemination in California wherever the mealy bug proved a menace to plant life. Each lense was inscribed "For Service in Economic Entomology." C. A. of N., 1933, and on the reverse side the name of the recipient. The purchase money was raised by volunteer contributions.

### Selling Out All Stock

W. S. Herzog, proprietor of the Fair View Nursery, Chehalis, Wash., has but recently recovered from an attack of pneumonia. Because of ill health and advancing age he is unable to continue in the Nursery business, and is offering his entire Nursery stock at buyer's price. The Nursery started 11 years ago, consists of 19 acres of ornamental Nursery stock, nearly one-half million choicest evergreens and broad-leaved in all leading varieties, from rooted cuttings, lining-out stock up to trimmed specimens 8 feet tall, fruit trees, etc.

## Pecan Nurserymen Unite

In former normal years, the money that changed hands in the sale of pecan trees amounted to several millions of dollars each year, and at that time the Nurserymen propagating pecan trees made a fair profit. At the present time it is doubtful if sales amount to 20% of normal, and due to depressed conditions most all pecan Nurserymen have been compelled to sell their pecan trees on a "cut-throat" competition price basis, or not sell at all. For the past three years the wholesale price of pecan trees has been below the cost of production, and many Nurserymen have been forced out of business; and those that are still in business, have had to draw on outside resources to keep going.

To overcome this chaotic condition, the Southern Pecan Nurserymen's Association has been formed to enter into an agreement with the Secretary of Agriculture of the United States as provided for in the Agricultural Adjustment Act approved May 12, 1933. All pecan Nurserymen are eligible to membership in this association of Nurserymen.

The Marketing Agreement includes stated prices, for various quantities of pecan trees, in all sizes; both as to wholesale and retail prices. A questionnaire has been sent out to all present and prospective members, in addition, to a copy of the agreement, calling for information on the number of salable budded and grafted pecan trees each Nurseryman will have this fall.

Membership in the association costs \$1.00.

The following officers have been elected:

**President**, C. A. Simpson, Monticello, Fla.

**Vice-Pres.**, W. Y. Henson, Tyler, Tex.

**Secy-Treas.**, A. N. Watson, Monticello, Fla.

**AMERICAN NURSERYMAN**, Chief Exponent, twice a month \$2.00 per year. Three years, \$5. Canada, \$3.50; abroad, \$2.50.

## TAXUS CUSPIDATA CAPITATA

THE ONLY HARDY UPRIGHT YEW  
Should supersede Arborvitae for hedge purposes.

**AZALEAS** (EVERGREEN & DECIDUOUS)

**MAGNOLIAS** Large Flowering

**RHODODENDRON HYBRIDS**  
and other scarce items.

Send us your list of requirements with full particulars as to quantities, varieties and sizes.

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## GUARD YOUR TREES

Protect your orchard and shrubbery with

## SULPHONOL

a positive repellent for tree borers, rabbits, mice and rodents.

Easily applied, Economical and Safe.

DISTRIBUTORS AND DEALERS WANTED

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## PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations

**LESTER C. LOVETT**

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## PIN OAKS

Lining-out sizes,

6-9, 9-12, 12-18 and 18-24 inches

Large Trees for permanent planting

5-6, 6-8 and 10-12 feet

**Arthur L. Norton Nurseries**

Clarksville,

Missouri

## the Shortage ♦♦♦♦♦ of good LINING OUT STOCK

so evident now throughout the country is due to adverse weather conditions; the abnormally late spring season and the severe drought of the summer months, June, July and August.

We advise you to get your orders for LINING OUT STOCK in early.

Write for Fall List No. 342.

**NAPERVILLE NURSERIES**  
NAPERVILLE ILLINOIS

## Perennial Seedlings

Improved Swiss Giants and our Super Giant Pansie, 60c per 100, \$4.00 per 1,000 \$17.50 for 5,000.

Viola W. H. Woodgate (Improved Jersey Gem), and Apricot Queen, \$1.00 per 100, \$8.50 per 1,000.

Viola Red, White, Yellow and Blue, 65c per 100, \$5.00 per 1,000.

Dwarf Sweet William, only 5 inches high, fine for Rock Gardens, strong plants, \$1.00 per 100, \$8.50 per 1,000.

Also 45 varieties of Perennials and Rock Plants, Seedlings, \$5.00 per 1,000. Send for list.

**J. C. Schmidt**

Bristol,

Pennsylvania

## E. P. BERNARDIN PARSONS, KANSAS

Established 1870

Specializes in  
**AMOR PRIVET, SHRUBS  
EVERGREENS**

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## C. R. BURR & CO., INC.

MANCHESTER, CONN.

HEAVY SURPLUS ON SOME ITEMS  
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## HILL'S EVERGREENS

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